*** URGENT ***
From: Moran, Penny (LBC) on Tue, Aug 20, 1996 5:49 PM
Subject: BONUS SPACE
To: Schneider, Rita
Cc: Marryshow, Karen; Tegethoff, Scott (LBC); Lopez, Angela (LBC); Goldin2, Kelly (LBC); Duclos, Jennifer (LBC); Zwierzchowski1, Annette (LBC); Bowers, Jon (LBC)

RITA,

PM HAS EARNED FOUR BONUS PAGES IN THE SIP'S OF FAMILY CIRCLE. OPPORTUNITIES ARE AVAILABLE TO RUN IN "YOU CAN DO IT" AND "YOUR PERSONAL PLANNER". WE UNDERSTAND THIS BONUS SPACE WILL BE USED BY PM NOT KRAFT.

"YOU CAN DO IT" IS A HOME DO IT YOURSELF PROJECT/DECORATING BOOK WITH 600.0M DISTRIBUTION. MERIT WOULD BE THE PERFECT BRAND TO SHOWCASE THEIR CREATIVE IN THIS TITLE. CLOSING IS FRIDAY, 8/23!

"YOUR PERSONAL PLANNER" IS DESIGNED TO HELP WOMEN TAKE CONTROL OF THEIR BUSY LIVES. ITS PAGES ARE FILLED WITH STRATEGIES AND SUGGESTIONS FOR EVERYTHING FROM FINANCIAL PLANNING AND HOME OFFICE DESIGN TO WARDROBE IDEAS AND TIME SAVING HOUSEWORK AND COOKING TIPS. DISTRIBUTION IS 700.0M. VIRGINIA SLIMS WOULD BE A GREAT FIT FOR THIS TITLE! CLOSING IS OCT. 17TH.

WE RECOMMEND MERIT RUN A SPREAD IN "YOU CAN DO IT" AND V.S RUN A SPREAD IN "YOUR PERSONAL PLANNER".

PLEASE LET US KNOW IF YOU AGREE. WE NEED TO LET FAMILY CIRCLE KNOW AS SOON AS POSSIBLE SINCE "YOU CAN DO IT" CLOSES FRIDAY!

THANKS,
PENNY

PS. FAMILY CIRCLE IS LOOKING INTO POSITIONING RIGHT NOW IN THESE SIP'S.

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Source: https://www.industrydocuments.ucsf.edu/docs/xqlm0004